



Euromonitor  
International

# Addressing Pet Life Stage Nutrition Through Need States

July 2024

## INTRODUCTION

Introduction

Key findings

## STATE OF PLAY

Exploring need states in pets by life stage

Adults in focus, as juveniles and senior pets mostly manage on comprehensive diets

Product claims and ingredients are critical tools in conveying life stage-specific benefits

Understanding the need for life stage-specific diets

Mapping life stage requirements to corresponding need states

Author speak

## NURTURING THE NEEDS OF YOUNG ONES

Getting started on the pet ownership journey

Juvenile-orientated diets show efforts to make inroads early on

Different formats and textures for different needs

Juvenile focused pet food launches highlight formats and emphasise benefits

Training them young while treating them right

Treats, tech and transport: Product development is becoming sophisticated and niche

Author speak

## MORE THAN JUST MAINTENANCE FOR ADULT PETS

The concept of need states in pet health and wellness

Pet obesity: The dark side of pet humanisation

Approaches to tackle obesity in pets

Special care for special needs

Resonance with life stage need-specific ingredients can drive product adoption

Achieve differentiation through sophisticated benefits and hero ingredients

Beyond water: Functional drinks promote hydration and enrichment

Author speak

## ENABLING OPTIMAL CARE FOR SENIOR AND GERIATRIC PETS

An ageing pet cat and dog population

Senior-specific needs: A convergence point for ingredients, functional benefits and claims

Ageing pets: An appealing category for pet food players and private labels alike

Forms and textures to appeal to the ageing senses

Texture and format should be a consideration for senior diets

Author speak

## OPPORTUNITIES

Opportunities (1): Get to know the pet owner

Opportunities (2): Map out optimal positioning of ingredients and claims

Opportunities (3): Leverage AI to drive personalisation unique to a pet's needs ecosystem

Opportunities (4): Understand pet owner sensibility for optimal targeting and positioning

## KEY FINDINGS

Key findings

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/addressing-pet-life-stage-nutrition-through-need-states/report](http://www.euromonitor.com/addressing-pet-life-stage-nutrition-through-need-states/report).